

JESPER JOY A. LATUMBO

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CAREER OBJECTIVE:

- ☞ To obtain a challenging position in a company that offers not only the highest quality of services but also limitless career development and intellectual growth that helps explore and maximize my full potential using my skills, abilities, and interest which in turn will enable the company to meet its goal.
- ☞ To pursue a career in the field of Sales, Revenue, and Reservations with a sense of responsibility, commitment, and leadership coupled with excellent communication & interpersonal skills.

PERSONAL DATA:

Age: 43 years old
Date of Birth: December 23, 1978
Civil Status: Single
Nationality: Filipino

WORK EXPERIENCE:

AL BAHAR HOTEL & RESORT

Revenue & E-commerce Manager

August 30, 2021, till date

Al Ghurfa, Corniche Road, Fujairah, UAE



Duties & Responsibilities:

- ☞ Prepare Revenue annual budget and forecast along with GM and Finance Controller.
- ☞ Gather and analyze statistics, yield information, and all other relevant information to identify potential new business, markets, and trends, and to minimize risk.
- ☞ Complete and analyze month-end reports.
- ☞ Outline risks and opportunities relative to meeting rooms versus Guest room availability to present at weekly meetings.
- ☞ Analyzes information and evaluates results to choose the best solution and solve problems.
- ☞ Using computers and computer systems (including hardware and software) to program, write software, set up functions, enter data, or process information.
- ☞ Conducts sales strategy analysis and refinement as appropriate to increase market share for all properties.
- ☞ Maintains accurate reservation system information.
- ☞ Analyzes period end and other available systems data to identify trends, future need periods, and obstacles to achieving goals.
- ☞ Explores opportunities that drive profit, create value for clients, and encourage innovation; challenges existing processes/systems/products to make improvements.
- ☞ Track and establish pick-up trends, occupancy history, and market segment development to facilitate forecasting process and to enable proper sales tactical action plan based on real trends analysis and information

AVARI DUBAI HOTEL & HOTEL APARTMENTS

Reservation & Revenue Manager

August 25, 2014, till June 30, 2020

Al Rigga Street, Deira

Dubai, UAE



Duties and Responsibilities:

- ☞ Control rates for group business, low yield rooms allocations, complimentary rooms and upgrading, group space blockage, and timely wash, especially during the peak season and/or high demand days when expected occupancy is above 85%.

- ☞ To update customers with the latest development of the hotel using the website and some other available distribution channels.
- ☞ Analyzing, tracking activities of pricing strategies and benchmarking performance vs. the competition on all distribution channels, supporting the overall strategic management of revenue functionality across all revenue streams for the hotel.
- ☞ Conducting market and competitor analysis and adjusting daily rates accordingly.
- ☞ Facilitating weekly Yield and Revenue meetings along with the rate strategy meeting to discuss the forecast, current trends, and historical data to drive market share.
- ☞ Continuously analyzing availability & rates while ensuring parity across all distribution channels hence allowing maximum flexibility to capture all market buying patterns while optimizing REVPAR.
- ☞ Preparing Weekly Revenue reports for the sales meeting, Competitive Market intelligence reports for online booking engines. Daily turnover business report, BOB (Business on Books), MMR (Market Mix Report), Pace Report (Pick up) with daily and weekly forecast reports.
- ☞ Efficient & maximized usage of all distribution channels (direct & E channels) while maintaining parity as the main pricing strategy.
- ☞ Maintain rate parity across all channels and ensure all reservations made are checked
- ☞ Building relationships with travel agents and their clients locally and internationally.
- ☞ Preparing group contracts, promotions, and flash deals for travel agents and DMC.
- ☞ Creating and implementing promotions to attract new business travel accounts and stimulate repeat business.

TAJ PALACE HOTEL

Reservation & Revenue Supervisor

Al Rigga St., Deira

Dubai, UAE

July 18, 2013, to August 23, 2014



Duties and Responsibilities:

- ☞ Maintain and follow the pricing strategy and the rate structure implemented to achieve the budget. Develop pricing strategies, reviewing the history and forecast figures incorporated with Taj standards.
- ☞ Efficient & maximized usage of all distribution channels (direct & E channels) while maintaining parity as the main pricing strategy.
- ☞ Monitor staff productivity and performance and take appropriate action when necessary to ensure departmental goals and targets are achieved.
- ☞ Ensure that the department meets relevant productivity targets on call handling and conversion ratios for all products lines.
- ☞ Responsible for achieving transient room revenue which includes e-commerce, packages, and direct bookings with the hotel
- ☞ Handling RFPs, OTA Extranets, and Your Voyager, our CRS for all rate changes and inventory management.
- ☞ Review the next day arrivals, prepare daily pick-up reports, segment reports, and revenue flash reports.
- ☞ Preparing Weekly Revenue Meeting reports Month End Reports, Segment Performance, Room Occupancy, and GDS Report.
- ☞ Review and Analyze the ADR of the Hotel and Competition Set Best Selling Rate per period.
- ☞ Maintain rate parity across all channels and ensure all reservations made are checked.

EMIRATES GRAND HOTEL

Supervisor- Room Reservation

Sheikh Zayed Road, Dubai, UAE

February 1, 2012, till July 15, 2013



Duties and Responsibilities:

- ☞ Monitor staff productivity and performance and take appropriate action when necessary to ensure departmental goals and targets are achieved.
- ☞ Ensure that the department meets relevant productivity targets on call handling and conversion ratios for all products lines
- ☞ Maintain effective staff scheduling ensuring optimum level of staff resources according to business need.
- ☞ Prepare daily arrivals and monitor the day to day booking entered
- ☞ Handles Corporate, Travel Agent and Group Bookings
- ☞ Prepare rooming lists, Pro-forma Invoices, and correspondence for Group and Corporate Bookings.
- ☞ Attend to inquiries, complaints, and requests regarding reservations.

- ☞ Handle special and additional guest requests and coordinate with other departments.
- ☞ Provide timely and efficient response with a high degree of customer service when responding to telephone inquiries, emails, and taking reservation requests.

XCLUSIVE HOTEL APARTMENTS

Reservation and Admin Coordinator

Bur Dubai, Dubai, UAE

February 6, 2008, till January 25, 2012



Duties and Responsibilities:

- ☞ Promptly, politely, and accurately handles all telephone reservations according to corporate standards.
- ☞ Handles all incoming reservation faxes/correspondence and processes them within the same day the reservations are received.
- ☞ Check the accuracy and completeness of all reservations in the system to ensure that they reflect all the pertinent details.
- ☞ Up-sells accommodations whenever possible to maximize revenue
- ☞ Inform immediate superior of any deviations in rate applications or reservation arrangements.
- ☞ Prepares monthly statistical reports based on the following: Business Origin, Nationality, and Country of Residence.
- ☞ Prepare monthly occupancy forecast and sales performance report.
- ☞ Processes and distributes all incoming and outgoing admin messages and provide general administrative functions among all the departments
- ☞ Updating online booking rates and monitoring the inventory of rooms on the sites and maintaining the rate parity.
- ☞ Do administrative jobs such as preserving important and confidential agreements between the company and the customers.
- ☞ Assist the Sales Manager in preparing the contracts and loading them on the system.
- ☞ Assist the Sales Manager in reaching the target by converting queries into a sale.

SKILLS

Highly motivated and easily trainable.

Ability to maintain a positive attitude in stressful situations.

Hardworking and able to relate well to people from a variety of cultures.

Knowledgeable in **IDS, PROTEL, FIDELIO, OPERA** (basic), and **PROLOGIC** PMS system

Knowledgeable in **VOYAGER, STAAH, RATE GAIN, TRAVEL CLICK & RATE TIGER** channel manager system.

EDUCATION:

WEST VISAYAS STATE UNIVERSITY, ILOILO CITY

Bachelor of Science in Mass Communications Major in Broadcasting

June 1996 to March 2000

REFERENCE: Available upon request